

Big Bazaar Introduces Family Center

A Unique Community Focussed Initiative located in Sealdah, but for all of Kolkata

Kolkata, March 27, 2010: The new Big Bazaar Family Center is a unique initiative from Future Group which caters to different communities of Kolkata and their needs and wants.

The additions to the merchandise was based on extensive interactions done by the Big Bazaar team with people from multiple communities who live in and around Sealdah as well as those who commute into Kolkata from the outlying areas. In that sense the Family Center **will truly be a mirror to what Kolkata, and the people who live here, want.**

Be it the revered KC Das, or the unbeatable Aminia biryani...be it Dashakarma Bhandar, or over 60 varieties of rice including local favourites like Gobindo Bhog and Tulsi Bhog varieties...; be it a 'chai adda' or varieties of the famous Makaibari tea.... and over 20 varieties of mustard oil including popular brands like Engine....the Big Bazaar Family Centre has it all.

'Big Bazaar Family Centre, Sealdah' was launched today in the presence of legendary Bengali actresses Supriya Debi, Sandhya Ray and Madhabi Debi.

Ashni Biyani, Director, Future Ideas and Manish Agarwal, Business Head, East, Big Bazaar also graced the occasion.

This Family Center aims to build and nurture relationships with customers of multiple communities, be they Bengalis, Christians, Muslims, Marwaris...becoming the preferred shopping destination for their entire family.

Mr. Manish Agarwal, Business Head, East, Big Bazaar said, *"The Family Center is our attempt at customising offerings according to the needs and preferences of customers. To achieve this we did extensive studies of community habits and met hundreds of customers. The merchandise mix in the store reflects this and we believe that the store will emerge as a favourite destination among Kolkatans..*

We have brought in many household favourites like KC Das and Aminia Biryani for the first time into Big Bazaar. We will also be supporting the revival of many traditional Bengali art forms and making the store the ideal place for families."

Located beside Sealdah Station, the new Family centre is spread across 60,000 Sq Ft. This store boasts a wide range of products available across categories. From daily household needs of food and grocery to apparels, footwear, toys, luggage, kitchenware, bed and bath ware, home décor, furniture, electronics and fine gold jewellery; Big Bazaar Family Centre will have an exciting array of attractive offers, deals and discounts, ensuring something for everyone in the family, to shop for, and a maximum 'value for money' for all customers.

Apart from the offers, BBFC-Sealdah has also tied up with various Samaj's and will engage with them on a



continuous basis. The store will also have local vendor presence through brands like K.C. Das Sweet Shop, Aminia Biryani Shop, Monginis Cake Shop, Metro Dairy milk product shop and Bawarchi Roll Centre among others.

Key Highlights:

First Family Centre in Kolkata...over 60,000 sq feet.

60 varieties of rice including Gobindo Bhog and Tulsi Bhog, 150 varieties of oils including Engine mustard oil.

Local favourites- Aminia Biryani, 36 varieties of rolls and Bengali cuisine from Bawarchi, K.C. Das Sweets, Metro dairy milk products, Chamaria Mukhwas, and Mongini's for the first time in a Big Bazaar.

Support to traditional Bengali culture-through regular programmes of Chou Dance from Purulia, Baul Songs, Nabanna, Mime artists, Rabindra Nritya etc.

About Future Value Retail

Future Value Retail Limited is a wholly owned subsidiary of **Pantaloon Retail (India) Limited**. This entity has been created keeping in mind the growth and the current size of the company's value retail business, led by its format divisions, **Big Bazaar and Food Bazaar**. The company operates over **120 Big Bazaar stores (including Food Bazaar) as well as over 50 standalone Food Bazaar** stores, among other formats, in over **70 cities** across the country, covering an operational retail space of over **6 million square feet**. As a focussed entity driving the growth of the group's value retail business, Future Value Retail Limited will continue to deliver more value to its customers, supply partners, stakeholders and communities across the country and shape the growth of modern retail India.

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